



Serial No.: 09/307,587  
Art Unit: 2682

Attorney's Docket No.: XMS-102-US (508524-0000025)  
Page 2

**Amendments to the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in this application.

**Listing of Claims:**

1. (Currently Amended) A method for charging advertising fees, comprising the steps of:

(a) broadcasting an advertisement for a sponsor in a broadcast, wherein the broadcast includes an identifier that uniquely identifies the advertisement and at least one of the sponsor of the advertisement and a product advertised in the advertisement;

(b) receiving a quantity of electronic indications from persons who observe the advertisement, wherein the indications indicate interest in the product, and wherein the indications reference the identifier; and

(c) charging the sponsor a fee for broadcasting the advertisement, wherein the fee is based on the quantity of indications that are received, and wherein ~~the indications each~~ reference the identifier is used to calculate the fee.

2. (Original) The method of claim 1, wherein the identifier identifies a time at which and a channel on which the advertisement was broadcast.

3. (Original) The method of claim 1, wherein the step of receiving electronic indications comprises receiving one of wireless messages requesting more information about the product and wireless messages requesting to purchase the product.



Serial No.: 09/867,687  
Art Unit: 2682

Attorney's Docket No.: XMS-102-US (508524-0000025)  
Page 3

4. (Original) The method of claim 1, wherein the step of receiving electronic indications comprises receiving downloads of the identifiers at a central hub.

5. (Original) The method of claim 1, wherein the step of broadcasting comprises broadcasting from at least one satellite.

6. (Currently Amended) A method for evaluating the effectiveness of two broadcast advertisements comprising the steps of:

(a) broadcasting a first advertisement including a first identifier;

(b) receiving a first quantity of electronic indications from persons who observe the first advertisement, wherein the first quantity of electronic indications indicate interest in the first advertisement, and wherein the first quantity of electronic indications reference the first identifier;

(c) broadcasting a second advertisement including a second identifier;

(d) receiving a second quantity of electronic indications from persons who observe the second advertisement, wherein the second quantity of electronic indications indicate interest in the second advertisement, and wherein the second quantity of electronic indications reference the second identifier; and

(e) comparing the first quantity with the second quantity, wherein each of the first quantity of indications and the second quantity of indications references the respective first and second ~~identifiers~~ identifiers; and

(f) charging a sponsor of at least the first advertisement a fee for broadcasting the first advertisement, wherein the fee is based on the first quantity of indications that are received, and wherein the first identifier is used to calculate the fee.

7. (Original) The method of claim 6, wherein the first advertisement and the second advertisement are the same, and wherein the step of broadcasting the first advertisement occurs at a different time of day than the step of broadcasting the second advertisement.

8. (Original) The method of claim 6, wherein the first advertisement and the second advertisement are the same, and wherein the step of broadcasting the first advertisement occurs on a different channel than the step of broadcasting the second advertisement.

9. (Original) The method of claim 6, wherein the first advertisement and the second advertisement are different, wherein the first advertisement is broadcast at a particular time of day and on a certain channel, and wherein the second advertisement is broadcast at the particular time of day and on the certain channel.

10. (Original) The method of claim 6, wherein the step of broadcasting a first advertisement and the step of broadcasting a second advertisement comprise broadcasting from at least one satellite.

11. (Currently Amended) A method for charging advertising fees comprising the steps of:

- (a) broadcasting an advertisement of a sponsor;
- (b) broadcasting a unique program identifier with the advertisement;
- (c) recording the unique program identifier in memory devices in response to users' indicating interest in the advertisement;
- (d) downloading the unique program identifier from the memory devices to a central hub; and
- (e) charging the sponsor a fee for each unique program identifier that is downloaded, wherein the unique program identifier is used to calculate the fee.

12. (Original) The method of claim 11, wherein step (d) comprises downloading the unique program identifier from an embedded memory device to a portable device via one of a wireless and a temporary wired connection and employing the portable device to effect the downloading.

13. (Original) The method of claim 12, wherein the portable device is a personal digital assistant.

14. (Original) The method of claim 12, wherein the wireless link is one of an infrared link and a radio frequency link.

15. (Original) The method of claim 11, further comprising the steps of:  
presenting a second advertisement of the sponsor on the central hub;  
receiving click-through commands from users to activate the second advertisement;  
launching an order screen of the second advertisement that presents a product for sale;  
passing the unique program identifier to the order screen;  
accepting an order for the product and associating the order with the unique program identifier; and  
charging the sponsor a commission on the order.

16. (Original) The method of claim 11, further comprising the steps of:  
presenting a second advertisement of a second sponsor on the web site;  
receiving click-through commands from users to activate the second advertisement;

launching an order screen of the second advertisement that presents a product for sale;

passing the unique program identifier to the order screen;

accepting an order for the product and associating the order with the unique program identifier; and

charging the second sponsor a commission on the order.

17. (Original) The method of claim 11, wherein the step of broadcasting an advertisement and the step of broadcasting a unique program identifier comprise broadcasting from at least one satellite.

18. (Currently Amended) A method for charging advertising fees comprising the steps of:

(a) broadcasting an advertisement associated with a plurality of sponsors;

(b) broadcasting a unique program identifier with the advertisement;

(c) receiving a wireless order message to buy a product of a sponsor of the plurality of sponsors, wherein the wireless order message references the unique program identifier; and

(d) charging the sponsor a fee for the wireless order message received to buy the product of the sponsor, wherein the wireless order message references the unique program identifier, and wherein the unique program identifier is used to calculate the fee.

19. (Original) The method of claim 18, wherein the step of broadcasting an advertisement and the step of broadcasting a unique program identifier comprise broadcasting from at least one satellite.

20-72. (Canceled)

73. (Previously Presented) The method of claim 1, wherein the identifier is transmitted to a broadcast receiver along with the advertisement.

74. (Previously Presented) The method of claim 73, further comprising transmitting the electronic indication referencing the identifier directly from the broadcast receiver.

75. (Previously Presented) The method of claim 73, further comprising transmitting the electronic indication referencing the identifier via the Internet.